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# **COMMUNITY APPEARANCE STUDY**

AUG 9 1978

## **RUTHERFORDTON NORTH CAROLINA**

### **1978**





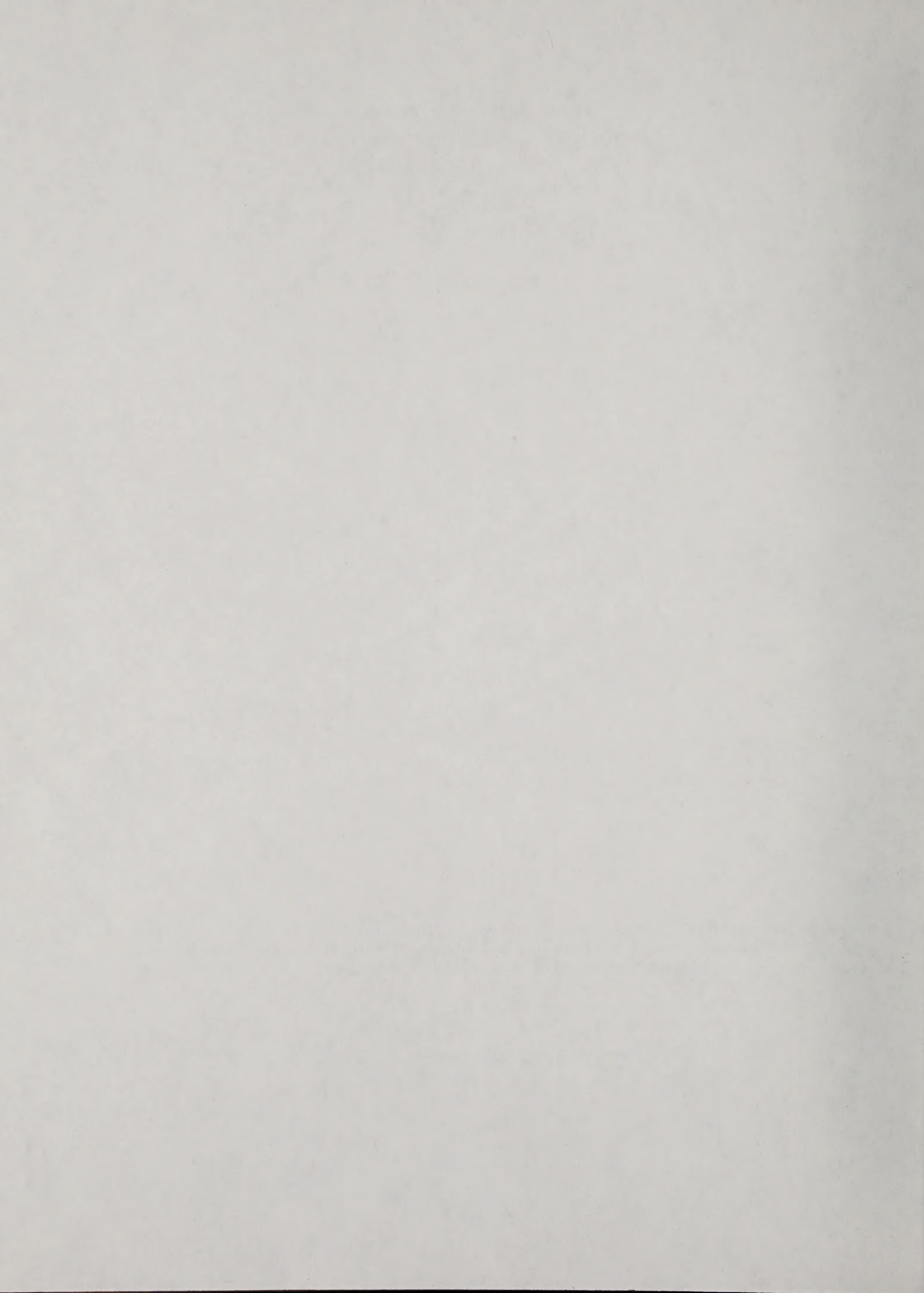


# COMMUNITY APPEARANCE STUDY RUTHERFORDTON, NORTH CAROLINA

<p>1. Title: Community Appearance Study For Rutherfordton, North Carolina</p>		<p>2. Date: June, 1978</p>	
<p>3. Prepared by: Rutherfordton Planning Board Steven F. Chapin, Planning Director</p>		<p>4. Prepared by: Department of Housing and Urban Development</p>	
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June, 1978













COMMUNITY APPEARANCE STUDY

FOR

RUTHERFORDTON, NORTH CAROLINA

1978

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## CHAPTER I

### Introduction and Purpose

Why is the appearance of Rutherfordton important to its residents? Perhaps this appears to be a rhetorical question, but it is one which must be answered before criteria can be developed to identify those factors which enhance the appearance of the community and should be preserved, as well as those things which detract from the community's appearance and must be corrected.

Community appearance has a great impact on the quality of life of each community resident. Physicians believe that the appearance and form of the environment can influence self-expression and development of the individual. More concretely, the look of a community's surroundings is also important to its economic well-being and to the economic well-being of its residents; deteriorating appearance may be directly tied to the decline of the central business district or the community's success in attracting industry and providing jobs.

Private individuals and civic organizations have long recognized the importance of community appearance and have conducted many beautification projects, such as paint-up/fix-up campaigns. Government, too, has recognized the importance of total community appearance for many years and has attempted to control it by planning for future growth and enacting ordinances to control development; however, these controls have generally been justified on the basis of health, safety, and morals, not aesthetics. Recently, communities have been enacting ordinances (with court support) which control the appearance of buildings and facilities solely on the basis of aesthetics.







The Highway Beautification Act of 1965 was one of the first Federal programs directed solely at aesthetics, although aesthetics had been one of many considerations in earlier renewal and housing programs. This program was not only intended for the conservation of beauty along federally-funded highway projects but also to "restore" beauty through the control of roadside advertising and junk yards. The Highway Beautification Act has been followed by similar programs in various federal and state agencies.

Town officials, private individuals, and civic organizations have been interested in Rutherfordton's appearance problems for many years and have undertaken many projects to improve the appearance of the community. The Community Appearance Study is designed to improve the effectiveness of appearance projects by coordinating the efforts of the organizations involved and to encourage more such efforts.







## CHAPTER II

### Goals and Objectives

The determination of directions to be taken and purposes to be served by the program to improve community appearance is a key step in this study. In suggesting the following goals and objectives, an attempt has been made to go beyond the traditional "clean-up/paint-up" approach to appearance and to provide a comprehensive framework for improving all aspects of Rutherfordton's visual environment.

#### PRIMARY GOALS:

- (1) To enhance the attractiveness and compatibility of future community development.
- (2) To eliminate existing unattractive elements of the visual environment.
- (3) To protect attractive elements of the townscape.

#### OBJECTIVES:

- (1) To ensure that visual considerations become an integral part of public and private development decisions.
- (2) To provide controls for certain aspects of the visual environment where appropriate.
- (3) To provide incentives for coordinated efforts to improve appearance.
- (4) To propose and coordinate public and private development activities to improve appearance.

A comprehensive program for improving Rutherfordton's appearance should be focused on these goals and objectives.







### CHAPTER III

#### Identification of Projects

A community should be planned with an eye to the effect made upon the citizenry by being continually surrounded with a maximum of beauty. Many times this precept is neglected by a community's citizens as they become at first accustomed to and finally visually calloused to the deficiencies within their environment.

Although Rutherfordton offers many positive environmental features, there is much which can be done to improve the overall visual environment of the town.

Such a challenge cannot be met with the creation of a few more parks or playgrounds. It will require attention to all facets of the community--from buildings to road structure to vacant lots. A concern for sound appearance must infuse every aspect of the town, and this concern should be the responsibility of the local government, supported by active and concerned citizens.

The project of beautifying Rutherfordton cannot be done by isolated individuals. It will require a cooperative community effort channeled through the Rutherfordton Beautification Commission.

This section presents a list of projects which, if implemented, will result in the eventual realization of the community appearance goals. The following list is not presented in any priority form; the proposed projects are listed at random in their order. Also, the list of projects is not intended to be a reasonably comprehensive work program with priorities to be established by the Town officials acting upon recommendations by the Beautification Commission.

It should be stated here that a questionnaire was circulated to the members of the Rutherfordton Garden Club. The response from this questionnaire, as well as a field survey, were integral elements in compiling the needed data for this document.







PROJECT NO. 1

Project: Appearance Code and Enforcement Officer

Location: Citywide

Objective: Provide an ordinance in Rutherfordton to guide beautification effort to ensure conformance in improvements.

Procedure:

- a. Write appearance code.
- b. Adoption by Town Council.
- c. Public hearing.
- d. Employ enforcement officer.







PROJECT NO. 2

Project: Intensive Litter/Clean-Up Campaign.

Location: Citywide.

Objective:

- a. Eliminate unwanted and unsightly trash haphazardly discarded.
- b. Improve the overall appearance of Rutherfordton.
- c. Establish an ongoing awareness of the citizenry for a "pitch in" program.

Procedure:

- a. Publicize the campaign by posters, newspapers and word-of-mouth.
- b. Enlist the help of civic organizations, scout troops, and the like to spearhead the effort.
- c. Identify a day for a "kick off" of the project.







PROJECT NO. 3

Project: Touch-up or replacement of town signs at the major entrances to Rutherfordton.

Location: City limits on U.S. 221 North, U.S. 64/74 West, N. C. 108, U.S. 221 South and U.S. 74 East.

Objective: a. Improve entrances to Rutherfordton for visitors and townspeople alike.  
b. Stimulate civic pride.

Procedure: a. Town officials should contact property owners to secure permission to make improvements.  
b. Assign appropriate personnel to make improvements.







PROJECT NO. 4

Project: Visit other active downtown appearance projects.

Location: Hendersonville, Asheville and Valdese.

Objective: a. Obtain new ideas and methods of improving the downtown areas.

b. Possibly obtain leads for grants or other funding for beautification projects.

Procedure: a. Contact locality to set up meeting.

b. Visit locality.





PROJECT NO. 5

Project: Re-routing of trucks and commercial traffic.

Location: Main Street

Objective: a. Relieve traffic congestion on Main Street.  
b. Abate excess noise produced by such vehicular uses.  
c. Make the downtown area a more pleasant place to relax and congregate.

Procedure: a. Consult with the N. C. Department of Transportation as to regulations governing such action.  
b. Engage an engineer to design the best re-routing procedures.  
c. Proceed by erecting such signs and other traffic control methods to achieve objective.





PROJECT NO. 6

Project: Parallel Parking.

Location: Main Street - one side.

Objective: a. Improve traffic flow.  
b. Improve appearance of the downtown area.

Procedure: a. Consult with N. C. Department of Transportation with reference to regulations concerning the change.  
b. Change parking spaces on one side of Main Street.





PROJECT NO. 7

Project: Beautification of historic sites and erection of historical markers.

Location: Citywide.

Objective: a. Improve appearance of those selected sites.  
b. Identification of all historic sites.

Procedure: a. Identify all historic sites.  
b. Engage architect to design landscaping requirements.  
c. Assign town employees to do landscaping.  
d. Place historical markers.





PROJECT NO. 8

Project: Storefront improvement (including second story)

Location: Central business district.

Objective: a. Improve overall appearance of downtown Rutherfordton.  
b. Stimulate civic pride.

Procedure: a. Employ architect to design overall downtown appearance plan.  
b. Encourage merchants to make storefront improvements in conformance with this plan.





PROJECT NO. 9

Project: Rear entrances to stores and parking areas.

Location: Central business district.

- Objective:
- a. Improve appearance of the back of stores facing Main Street.
  - b. Improve parking at the rear areas of the stores facing Main Street.
  - c. Encourage shoppers to come downtown through improved appearance and parking.

- Procedure:
- a. Employ architect to design overall downtown appearance plan.
  - b. Encourage merchants to upgrade the rear of stores and provide extra customer parking in conformance with this plan.





PROJECT NO. 10

Project: Benches and sitting areas.

Location: Courthouse, library and downtown area.

- Objective:
- a. Encourage more pedestrian use of the downtown area, stimulating economic well-being.
  - b. Provide relaxing areas to congregate.
  - c. Improve the overall appearance of downtown Rutherfordton.

- Procedure:
- a. Select types of benches desired.
  - b. Select locations for bench placement.
  - c. Obtain permission of landowners.
  - d. Purchase and placement of benches.





PROJECT NO. 11

Project: Flower pots.

Location: Downtown sidewalks of Rutherfordton.

- Objective:
- a. Aesthetically improve the central business district of Rutherfordton.
  - b. Make the downtown area a more pleasant place to stroll and relax.
  - c. Stimulate civic pride in the downtown area.

- Procedure:
- a. Select specific locations for flower pots throughout the downtown area.
  - b. Obtain permission of landowners.
  - c. Select types of pots and flowers desired.
  - d. Assign town employees to place pots and plant flowers.





PROJECT NO. 12

Project: Hanging planters.

Location: Downtown sidewalks of Rutherfordton.

- Objective:
- a. Aesthetically improve the central business district of Rutherfordton.
  - b. Make the downtown area a more pleasant place to stroll and relax.
  - c. Stimulate civic pride in the downtown area.

- Procedure:
- a. Select specific locations throughout the downtown area for hanging plants.
  - b. Obtain permission of landowners.
  - c. Select types of hanging planters and flowers desired.
  - d. Assign town employees to place hanging planters and plant flowers.





PROJECT NO. 13

Project: Planting of trees along street boundaries.

Location: Main Street, Washington Street, and Green Street.

Objective: a. Improve appearance of these areas.  
b. Stimulate civic pride.  
c. Provide pleasant entrance arteries to the downtown area.

Procedure: a. Secure permission of landowners, where necessary.  
b. Select variety of tree species most appropriate to the area.  
c. Assign town employees to plant and landscape.





PROJECT NO. 14

Project: Beautification and landscaping.

Location: Rutherfordton-Spindale Chamber of Commerce.

- Objective:
- a. Improve appearance of grounds.
  - b. Make this public office more aesthetically appealing for visitors to Rutherfordton.
  - c. Stimulate civic pride.

- Procedure:
- a. Employ an architect to design grounds.
  - b. Assign town employees to landscape and plant the grounds.





PROJECT NO. 15

Project: Flowering trees and window boxes.

Location: Library grounds.

- Objective:
- a. Provide a more aesthetically pleasing entrance to this public facility.
  - b. Improve appearance of the central business district and Main Street.

- Procedure:
- a. Engage an architect to design project.
  - b. Select types of trees, window boxes, shrubs and flowers desired.
  - c. Assign town employees to plant and landscape grounds.





PROJECT NO. 16

Project: Planting of flowering shrubs.

Location: Rutherfordton Country Club.

- Objective:
- a. Improve appearance of golf course, particularly along roads and highways.
  - b. Improve entrance to the town on N. C. Highway 108.

- Procedure:
- a. Select type of shrubs and locations desired.
  - b. Assign town employees to do the planting.





PROJECT NO. 17

Project: Beautification and landscaping.

Location: Rutherfordton-Spindale High School.

Objective: a. Improve appearance of grounds.  
b. Stimulate civic pride.  
c. Provide the students of the high school a facility of which they can be proud.

Procedure: a. Employ an architect to design grounds.  
b. Encourage school officials to permit students to contribute their efforts in completing the project.





PROJECT NO. 18

Project: Landscaping and planting of flowering trees.

Location: Maple Street side of the Elementary School.

Objective:

- a. Screening of school grounds from Maple Street.
- b. Improve appearance of both Maple Street and the school.
- c. Act as protective buffer for school children.

Procedure:

- a. Engage an architect to design landscaping.
- b. Select types of trees and shrubs.
- c. Assign town employees to plant and landscape.





PROJECT NO. 19

Project: Establish park and scenic walk along stream parallel to Cleghorn Street.

Location: Area between Tom Street and Cleghorn Street.

- Objective:
- a. Clean up a relatively unsightly area of downtown Rutherfordton.
  - b. Provide a pleasant recreation area in close proximity to the central business district.

- Procedure:
- a. Contact landowners to secure purchase of property or permission to use it.
  - b. Engage an architect to design project and landscaping.
  - c. Town employees should remove litter, brush and undergrowth and develop park and walk in accordance with architect's specifications.





PROJECT NO. 20

Project: Develop recreation park from existing Kudzu field.

Location: Between Southern Street and Reese Street.

Objective: a. Eliminate an unsightly area in that part of Rutherfordton.  
b. Eliminate possible health hazard to neighboring homes.  
c. Establish a pleasant and useful recreational park to be used by adjoining neighborhoods.

Procedures: a. Contact landowners to secure purchase of property or permission for its use.  
b. Engage an architect to design project and landscaping.  
c. Assign appropriate town employees to remove trash and undergrowth to develop park to architect's specifications.





PROJECT NO. 21

Project: Plant trees, shrubs and landscaping for median area.

Location: Junction of U.S. 74 Bypass at bridge over U.S. 221.

- Objective:
- a. Provide a more pleasant area for one of the major entrances to Rutherfordton.
  - b. Screen from view some unsightly local business locations.

- Procedure:
- a. Select types of trees and shrubs most appropriate to site.
  - b. Engage local civic clubs or assign town employees for planting and landscaping.





PROJECT NO. 22

Project: Planting of low, flowering shrubs.

Location: U.S. 74 Bypass

Objective: a. Beautify a heavily traveled highway of Rutherfordton.  
b. Improve the appearance of an entrance artery to Rutherfordton.

Procedure: a. Consult with N. C. Department of Transportation officials as to planting regulations.  
b. Select types of shrubs permitted and desired.  
c. Assign town employees to plant shrubs at selected locations.





## PROJECT NO. 23

Project: Planting of flowering trees.

Location: Strip in front of Old Highlander Outlet Store.

Objective: a. Improve appearance of outlet store and the public street.  
b. Provide protective and noise buffer for outlet store.

Procedure: a. Obtain permission of landowner.  
b. Select types of trees desired.  
c. Assign town employees to plant trees.







## CHAPTER IV

North Carolina Department of Transportation

Raleigh, North Carolina

### HIGHWAY AND STREET PLANTING IN MUNICIPALITIES

The following standards and conditions for tree, shrub and ground cover planting apply to those State Highway System highways and streets within municipalities where the speed limit is 45 miles per hour or less. Planting on sections with a higher speed limit and planting that involves exceptions to these standards and conditions must have written approval of the Department of Transportation before planting is done.

Distance from Travel Lane. The following are required minimum distances from the edge of travel lane:

Large trees.....	17 ft. to trunk.
Small trees or large shrubs.....	12 ft. to trunk.
Low shrubs in median.....	6 ft. to foliage line.
Low shrubs other than in median.....	10 ft. to foliage line.
Trees or large shrubs.....	80 ft. from median crossover.

Vertical Clearances. A minimum clearance of 16 feet above the entire pavement width must be maintained at all times.

Unless individual site conditions require an initial 7-foot sidewalk clearance on the right side of the highway, lesser clearance due to use of small-size plants is permissible; but as the plants grow, progressive undertrimming should be done to obtain the eventual 7-foot clearance over a sidewalk area.

Sight Distances. Shrubs must be kept low, and trees and large shrubs undertrimmed sufficiently to permit clear sight in the area between 2 feet and 6 feet above roadway elevations. Due to widely varying conditions of topography, highway alignment and grade, and type and volume of vehicular and pedestrian traffic, necessary sight distances longitudinally along the highway and in excess of the lateral minimum described above must be individual site determinations.

Choice of Plants. Tall growing trees should not be selected for planting beneath utility lines and wide-spreading trees should not be used unless there is sufficient width of planting area to accommodate them without continuing severe pruning.

Small trees and large shrubs should be used which are adaptable to undertrimming without destroying their desired normal appearance. Only low-growing shrubs are to be used in medians and close to the edge of shoulders to avoid need for continuing severe pruning. In some locations all shrubs should be omitted, but this must be an individual site determination by the municipality.

In curb and gutter areas ground cover is permissible between curb and shrubs to avoid narrow-moving strips.





Plantings of kinds of plants requiring special care (such as roses, bulbs, flower beds, formal hedges) are not eligible for State maintenance funds. If installed, such plantings must be maintained entirely at municipal expense.

Pavement Removal. When pavement remains beneath traffic channelization islands, such pavement may not be broken or removed without written permission from the Department of Transportation.

Effect on Mowing and Drainage. Trees should be placed sufficiently far apart, and low shrubs should be grouped in beds of a shape that will facilitate mower operation and avoid excessive mower maneuvering or hand trimming. Plantings are to be made in a manner that will not interfere with proper drainage of the highway or street.

Traffic Operation and Safety. It shall be the responsibility of a municipality to plant and maintain all plantings in a manner that will not interfere with nor endanger either vehicular or pedestrian traffic. If in the judgement of the Department of Transportation any plantings are not so planted or maintained, the municipality must promptly alter or remove the plantings.





## CHAPTER V

### A List of The Most Planted Street Trees

The following pages include a descriptive list of the most widely used trees for planting along streets. This list will serve as a guide in choosing the trees to be used in the areas shown on the plan map.

Also attached is a list which gives the standards and conditions for tree, shrub and ground cover planting along streets which are a part of the North Carolina Highway System. The Town should apply through their local highway division engineer for a municipal "Blanket" permit for planting along streets which are a part of the highway system. This permit allows planting in the road right-of-way, when the recommended standards are followed.





PRUNUS SERRULATA KWANZAN -- KWANZAN CHERRY

Height-----20 feet  
Spread-----15 - 20 feet  
Form-----Rounded  
Texture-----Medium

The Kwanzan Cherry is an upsweeping, broad-headed tree with double pink flowers. The double pink blossoms and bright reddish copper new foliage make it a colorful display in the early spring. It is one of the most popular and hardy double flowering cherries. For street tree plantings, it is best to use a high branched or tree form type with straight trunk and good tops with branches beginning from 5 to 6 feet from the ground.

QUERCUS BOREALIS MAXIMA -- EASTERN RED OAK

Height-----50 - 60 feet  
Spread-----40 feet  
Form-----Rounded  
Texture-----Medium

One of the best oaks for city conditions. It is a clean, handsome, upright tree and forms a large round head. A deeply serrated leaf turns a brilliant red in the fall.

QUERCUS COCCINEA -- SCARLET OAK

Height-----60 - 80 feet  
Spread-----30 - 40 feet  
Form-----Rounded  
Texture-----Medium

Bright green, lustrous, deeply cut foliage enhances the narrow open crown of the scarlet oak. Red coloration is the major feature of the scarlet oak - bright red flowers in the spring, scarlet leaves in the fall, and reddish brown acorns in the latter part of autumn. Scarlet oaks are clean in habit, strong, and long-lived. They make an excellent shade tree and are outstanding planted on lawns, streets, parks and roadsides.





QUERCUS PHELLOS -- WILLOW OAK

Height-----80 - 100 feet  
Spread-----40 - 50 feet  
Form-----Rounded Symmetrical  
Texture-----Fine

The finest textures of all the oaks, this tree is widely used for ornamental and street tree planting throughout the middle eastern and southern states. The light green shiny willow-like leaves turn yellow in the autumn. The willow oak is a strong, long-lived, and rapid growing tree with a comparatively shallow root system that makes it an easy tree to transplant.

GLEDITSIA TRIANCANTHOS INERMIS MORaine -- MORaine LOCUST

Height-----50 - 80 feet  
Spread-----30 - 40 feet  
Form-----Oval-Vase Shaped  
Texture-----Fine

A beautiful vase-shaped tree, in form resembling the American Elm. The Moraine Locust is a fast-growing tree, is tolerant of a wide range of soils and is easily transplanted. Unlike some of the other locusts, it has no thorns and does not produce unsightly seed pods. In addition to the above, its tolerance of city conditions make the Moraine Locust a desirable lawn and street tree.

ILEX OPACO FOSTERI #2 -- FOSTERI HOLLY

Height-----18 - 20 feet  
Spread-----6 - 8 feet  
Form-----Upright - Pyramidal  
Texture-----Medium Fine

This is a very hardy handsome tree, a cross between Ilex cassine and Ilex opaco. It is pyramidal-shaped with evergreen spring leaves.





KOELREUTERIA PANICULATA -- PANICLED GOLDEN RAIN TREE

Height-----20 - 30 feet  
Spread-----10 - 14 feet  
Form-----Rounded  
Texture-----Fine

The symmetrical, round Golden Rain Tree has a canopy of foliage which is finely divided so that it gives an appearance of a fine-textured dark green crown. In June and July, large buds of bright yellow flowers appear and are followed by decorative golden brown, bladder-like seed pods which look like Chinese lanterns. The Golden Rain Tree withstands drought, is disease resistant, and will do well in poor soil.

ACER FLORIDANUM -- SOUTHERN SUGAR MAPLE

Height-----40 - 60 feet  
Spread-----20 - 30 feet  
Form-----Oval  
Texture-----Medium

The Southern Sugar Maple has a medium textured, dark blue-green foliage which turns a brilliant yellow in autumn. Lacy yellow flowers appear in the spring on this long-lived disease free tree. Although it is a slow grower, it is an excellent street tree.

ACER PALMATUM -- JAPANESE MAPLE

Height-----20 - 24 feet  
Spread-----20 - 25 feet  
Form-----Horizontal branching  
Texture-----Fine

The Japanese Maple is a small, low and spreading tree with twisted branches. Its fine-textured foliage and horizontal effect give it an exotic appearance, especially when the foliage turns red in the fall. The Japanese Maple is enduring, clean in growth, and free of disease. A beautiful red-leaved variety is available for use where more color is desired.







## ACER PLATANOIDES -- NORWAY MAPLE

Height-----40 feet  
Spread-----35 feet  
Form-----Round-Headed  
Texture-----Course

Because of its pleasant form and its hardiness, the Norway Maple has become one of our best ornamental trees. In the spring, the tree is densely covered with clusters of greenish yellow flowers and in the fall the leaves turn yellow. The Norway Maple is fast-growing and makes satisfactory growth on poor soils. It is particularly well adapted for cities, because it seems to withstand well the smoke, gases and dust and is relatively disease resistant. There are some upright and columnar varieties of the Norway Maple available and all make excellent street trees.

## ACER RUBRUM -- RED MAPLE

Height-----40 - 50 feet  
Spread-----25 - 35 feet  
Form-----Rounded  
Texture-----Medium

During the spring, the broad, round-headed Red Maple has tiny scarlet flowers. Later, winged seeds prolong the red effect until the light silvery green leaves appear. In autumn, the leaves turn into brilliant shades of scarlet. During the winter, the gray buck-like bark of the upper parts of the tree adds to its attractiveness. Due to its red coloration, its hardiness, and its rapid growth, the Red Maple is a good lawn specimen as well as an excellent shade tree.

## PHELODENDRON AMURENSE -- CORK TREE

Height-----25 feet  
Spread-----15 - 20 feet  
Form-----Rounded  
Texture-----Medium Fine

The foliage of the Cork Tree lines low branches and forms a broad umbrella-like crown. Turning yellow in the fall, the leaves present a colorful contrast with the small black fruits which persist throughout the winter. A vigorous strong tree with a broad-branching habit, massive picturesque branches, and an interesting corky bark. The Cork Tree is ideal for city use.







PLATANUS ACERIFOLIA -- LONDON PLANE TREE

Height-----50 - 100 feet  
Spread-----25 - 70 feet  
Form-----Rounded  
Texture-----Coarse

The London Plane Tree is very similar in appearance to the American Sycamore, but is more resistant to foliage damage by disease. The London Plane Tree is a desirable quick-growing shade tree suitable for use under smokey, dusty city conditions in almost any type of soil. Its interesting, flashing, mottled bark assumes a variety of forms and colors and gives the trunk and large branches an interesting winter effect. This tree has wide-spreading open branches, and is relatively resistant to disease. The London Plane Tree and Sycamore are two of the most planted trees in America.

CERCIS CANADENSIS -- EASTERN REDBUD

Height-----15 - 20 feet  
Spread-----10 - 12 feet  
Form-----Oval  
Texture-----Medium

Heart-shaped, glossy green leaves turning a bright, clear yellow in autumn indicate one of the Eastern Redbud Tree's outstanding features. Bright pink flowers are borne in profusion in the spring. Later, reddish fruit hands on the redbud tree during the summer and most of the winter. The redbuds combine beautifully with the dogwoods which bloom at the same time.

CORNUS FLORIDA -- FLOWERING DOGWOOD

Height-----15 - 25 feet  
Spread-----15 - 25 feet  
Form-----Horizontal branching  
Texture-----Medium

Lustrous green foliage on the side branches forms flat horizontal planes on the Flowering Dogwood. A massive flower effect is achieved in the spring when the dogwood is covered with white or pink blooms. In the fall, the green leaves turn to a brilliant crimson. This red coloration is prolonged throughout the winter with the appearance of bright scarlet berries. The flowering dogwood is one of the finest of the small flowering trees for this region. It is clean in habit and adaptable to almost every variety of soil. The flowering dogwood yields constant beauty year after year with little or no care.





CRATAEGUS LAVALLEI -- LAVALLE HAWTHORN

Height-----20 - 25 feet  
Spread-----15 - 20 feet  
Form-----Upright rounded  
Texture-----Medium

The Lavalle Hawthorn has rich green foliage which turns to purple in early fall. White June flowers are followed by coral-colored berries in late summer. Reddish winter buds and picturesque branch structure complete the list of qualities that make the pest-free Lavalle Hawthorn desirable for street planting.

GINGO BILOBA -- MAIDENHAIR TREE

Height-----50 - 70 feet  
Spread-----30 - 40 feet  
Form-----Irregular  
Texture-----Medium

The spreading and irregular branches of the Ginkgo have dull green fan-shaped leathery leaves which turn to a beautiful yellow in autumn. The male Ginkgo is preferred to ornamental plantings due to the ill-smelling green fruits dropped by the females in late summer. The Ginkgo is noted for its open habit of growth, brilliant yellow fall coloring, ability to grow well under any conditions and immunity to disease and insects.





## CHAPTER VI

### Plants Adapted to North Carolina

Before selecting any of the plants from the following list, the project chairman should consult a local or an area nursery.

#### GROUP I

Evergreen shrubs 1 to 4 feet high (with moderate pruning)  
(Space 2 to 3 feet from house and 3 to 4 feet apart)

Dwarf Abelia-----	Abelia grandiflora sherwoodi
Dwarf Abelia-----	Abelia grandiflora prostrata
Warty Barberry-----	Berberis verruculosa
Crimson Pygmy Barberry-----	Berberis
Wintergreen Contoneaster-----	Contoneaster conspicua
Rockspray Contoneaster-----	Contoneaster microphylla
Dwarf Euonymus-----	Euonymus japonicus microphyllus
Dwarf Chinese Holly-----	Ilex cornuta rotunda
Dwarf Chinese Holly-----	Ilex cornuta national
Bennett Hybrid Japanese Holly-----	Ilex crenata Bennett
Hellers Japanese Holly-----	Ilex crenata helleri
Littleleaf Japanese Holly-----	Ilex crenata microphylla
Stokes Japanese Holly-----	Ilex crenata stokes
Andorra Juniper-----	Juniperus horizontalis plumosa
Shore Juniper-----	Juniperus horizontalis conferta
Lonicera Yunnanensis-----	Lonicera yunnanensis
Nandina-----	Nandina domestica
Semi-Dwarf Nandina-----	Nandina domestica compacta
Dwarf Pyracantha-----	Pyracantha coccinea nana
Kurume Azalea (Var. Hinodegiri, Snow, etc.)-----	Rhododendron obtusum japonicum
Germander-----	Teucrium chamaedrys
Tom Thumb Arborvitae-----	Thuja accidentalis







## GROUP II

Evergreen shrubs 4 to 8 feet high (with moderate pruning)  
(Space 3 to 4 feet from house and 4 to 5 feet apart)

Glossy Abelia-----	Abelia grandiflora
Wintergreen Barberry-----	Berberis julianae
Japanese Box-----	Buxus japonica
Chinese Holly-----	Ilex cornuta
Burford Chinese Holly-----	Ilex cornuta burfordi
Japanese Holly-----	Ilex crenata (many varieties)
Showy Jasmine-----	Jasminum floridum
Pfitzer Juniper-----	Juniperus chinensis pfitzeriana
Sargent Chinese Juniper-----	Juniperus chinensis sargentii
Irish Juniper-----	Juniperus communis hibernica
Spiny Creek Juniper-----	Juniperus excelsa stricta
Canaert Juniper-----	Juniperus virginiana canaerti
Fortunes Osmanthus-----	Osmanthus fortunei
Sweet Osmanthus-----	Osmanthus fragrans
Oriental Arborvitae-----	Thuja orientalis
Bakers Oriental Arborvitae-----	Thuja orientalis bakeri
Leatherleaf Viburnum-----	Viburnum rhytidophyllum
Laurestinus Viburnum-----	Viburnum tinus

## GROUP III

Evergreen shrubs 8 feet high and up  
(Space 4 to 6 feet from house and 6 to 8 feet apart)

Plume False-Cypress (Retinospora)-----	Chamaecyparis pisifera plumosa
Elaeagnus-----	Elaeagnus (several varieties)
English Holly-----	Ilex aquifolium
Eastern Redcedar-----	Juniperus virginiana
Smooth Photinia-----	Photinia glabra
Frazier Photinia-----	Photinia frazier
Scarlet Firethorn-----	Pyracantha coccinea
Nepal Firethorn-----	Pyracantha crenulata
Firethorn-----	Pyracantha crenata-serrata (yunnanensis)
Formosa Firethorn-----	Pyracantha formosana
Eastern (American) arborvitae-----	Thuja occidentalis
Pyramidal Eastern arborvitae-----	Thuja occidentalis pyramidalis







#### GROUP IV

Deciduous shrubs 1 to 3 feet high (with moderate pruning)  
(Space 2 to 3 feet from house and 3 to 4 feet apart)

Red Cokesberry-----	Aronia arbutifolia
Japanese Barberry-----	Berberis thunbergi
Dwarf Flowering Quince-----	Chaenomeles japonica
Slender Deutzia-----	Deutzia gracilis
Spreading Euonymus-----	Euonymus kiautschovicus (patens)
Smooth Hydrangea-----	Hydrangea arborescens
St. Johnswort-----	Hypericum calycinum
Winter Jasmine-----	Jasium nudiflorum
Flowering Almond-----	Prunus gladulosa
Anthony Waterer Spirea-----	Spiraea bumalda
Snowberry-----	Symphoricarpos albus
Indian Currant Coralberry-----	Symphoricarpos arbiculatus

#### GROUP V

Deciduous Shrubs 4 feet high and up  
(Space 3 to 4 feet from house and 4 to 6 feet apart)

Butterfly-Bush-----	Buddleia davida
Sweetshrub-----	Calycanthus floridus
Flowering Quince-----	Chaenomeles (Cydonia) Laganaria
Red Osier Dogwood-----	Cornus stolonifera
Fuzzy Deutzia-----	Deutzia scabra
Autumn Elaeagnus-----	Elaeagnus umbellata
Winged Euonymus (Strawberry Bush)-----	Euonymus americanus
Eastern Wahoo (Burningbush)-----	Euonymus atropurpureus
Pearlbush-----	Exochorda racemosa
Border Forsythia (Goldenbell)-----	Forsythia intermedia
Showy Forsythia (Goldenbell)-----	Forsythia intermedia spectabilis
Weeping Forsythia (Goldenbell)-----	Forsythia suspensa
Greenstem Forsythia (Goldenbell)-----	Forsythia viridissima
Shrub Althea-----	Hibiscus syriacus
Peegee Hydrangea-----	Hydrangea paniculata grandiflora
Possumhaw-----	Ilex decidua
Winterberry-----	Ilex verticillata
Japanese Kerria-----	Kerria japonica
Beattybush-----	Kolkwitzia amabilis
Thunberg Lespedeza (Desmodium)-----	Lespedeza thunbergii
Winter Honeysuckle-----	Lonicera fragrantissima
Sweet Mockorange-----	Philadelphus coronarius
Big Scentless Mockorange-----	Philadelphus grandiflorus







Trifoliolate-orange (Hardyorange)-----	Poncirus trifoliata
Pomegranate-----	Punica granatum
Smooth Sumac-----	Rhus glabra
Elder (Elderberry)-----	Sambucus canadensis
Bridal Wreath Spirea-----	Spiraea prunifolia
Thunberg Spirea-----	Spiraea thunbergi
Vanhoutte Spirea-----	Spiraea vanhouttei
Lilac-----	Syringa vulgaris
Koreanspice Viburnum-----	Viburnum carlesi
Arrowwood-----	Viburnum dentatum
European Cranberry-Bush-----	Viburnum opulus
Common Snowball-----	Viburnum opulus roseum
Chaste-Tree-----	Vitex agnuscastus
Weigela-----	Weigela floribunda

## GROUP VI

### Evergreen Vines

Wintercreeper Euonymus-----	Euonymus fortunei radicans
English Ivy-----	Hedera helix
Small-leaved English Ivy-----	Hedera helix baltica
Japanese honeysuckle-----	Lonicera japonica
Trumpet Honeysuckle (Woodbine)-----	Lonicera sempervirens
Common Periwinkle-----	Vinca minor

## GROUP VII

### Deciduous Vines

Fiveleaf Akebia-----	Akebia quinata
Ampelopsis (Virginia Creeper)-----	Ampelopsis parthenocissus quinquefolia
Dutchman's Pipe-----	Aristolochia durior
American Bittersweet-----	Celastrus scandens
Clematis-----	Clematis paniculata
Morning Glory-----	Ipomoea purpurea
Chinese Wisteria-----	Wisteria sinensis
Rose-----	Rosea







## GROUP VIII

### Evergreen Ground Covers

Goldentuft-----	Alyssum saxatile
Ajuga-----	Ajuga reptans
Ponyfoot-----	Dichondra carolinensis
Wintercreeper Euonymus-----	Euonymus fortunei
English Ivy-----	Hedera helix baltica
Evergreen Candytuft-----	Iberis sempervirens
Liriope-----	Liriope (several varieties)
Dwarf Lilyturf-----	Mondo (ophiopogon) japonicum
Moss Pink-----	Phlox subulata
Santolina-----	Santolina
Common Periwinkle-----	Vinca Minor
Germander-----	Teucrium chomcedrys

## GROUP IX

### Evergreen Trees

Deodar Cedar-----	Cedrun deodara
False Cypress (Retinispora)-----	Chamaecyparis pisifera
Cryptomeria-----	Cryptomeria japonica
China Fir-----	Cunninghamia lanceolata
American Holly-----	Ilex opaca (many varieties)
Eastern Redcedar-----	Juniperus virginiana
Longleaf Pine-----	Pinus palustris
Loblolly Pine-----	Pinus taeda
Eastern White Pine-----	Pinus strobus
Darlington Oak-----	Quercus darlingtonia
Eastern (American Arborvitae)-----	Thuja occidentalis
Canada Hemlock-----	Tsuga canadensis

## GROUP X

### Flowering Trees

Silktree Albizzia (Mimosa-wilt) resistant strain)-----	Albizzia julibrissin
Shadblow Serviceberry-----	Amelanchier canadensis
Eastern Redbud-----	Cercis canadensis
White Fringetree-----	Chionanthus virginicus
Flowering Dogwood-----	Cornus florida
Pink-Flowering Dogwood-----	Cornus florida rubra
Washington Hawthorn-----	Crataegus phaenopyrum
Great Silverbell-----	Halesia carolina
Goldrain-Tree-----	Koelreuteria paniculata
Crabapple-----	Malus (many varieties)
Apple-----	Malus pumila







Chinaberry-----	Melia azadarach
Sourwood-----	Oxydendrum arboreum
Paulownia-----	Paulownia tomentosa
Plum-----	Prunus americana
Sour Cherry-----	Prunus cerasus
Peach-----	Prunus persica
Redflowering Peach-----	Prunus persica scleropersica
Purple-leaved plum-----	Prunus pissardi
Oriental Cherry-----	Prunus serrulata
Pear-----	Pyrus communis

## GROUP XI

### Shade Trees

Norway Maple-----	Acer platanoides
Red Maple-----	Acer rubrum
Sugar Maple-----	Acer saccharum
Common Horsechestnut-----	Aexcolus hippocastanum
Trees of Heaven Ailanthus-----	Ailanthus altissima
River Birch-----	Betula nigra
Pecan-----	Carya pecan
Southern Catalpa-----	Catalpa bignonioides
Common Hackberry-----	Celtis occidentalis
American Beech-----	Fagus grandifolia
White Ash-----	Fraxinus Americana
Ginkgo-----	Ginkgo biloba
Moraine Locust-----	Gleditsia triacanthos moraine
Kentucky Coffeetree-----	Gymnocladus dioicus
Eastern Black Walnut-----	Juglans nigra
American Sweetgum-----	Liquidambar styraciflua
Tuliptree-----	Liriodendron tupilifera
Cucumbertree Magnola-----	Magnolia acuminata
Black Gum-----	Nyssa sylvatica
American Planetree (Sycamore)-----	Platanus occidentalis
White Oak-----	Quercus alba
Southern Red Oak-----	Quercus falcata (Rubra)
Pin Oak-----	Quercus palustris
Willow Oak-----	Quercus phellos
Live Oak-----	Quercus virginiana
Black Locust-----	Robinia pseudoacacia
Babylon Weeping Willow-----	Salis babylonica
Bald Cypress-----	Taxodium distichum
American Linden-----	Tilia americana
Winged Elm-----	Ulmus alata
American Elm-----	Ulmus americana





## CHAPTER VII

### Environmental Assessment

The Community Appearance Study identifies positive and negative elements of the community's visual environment and outlines a program for improving the community's visual environment. Public and private investments, as well as exercise of the police power, are recommended to control the impact of development on the town's visual environment.

The proposed appearance improvement program will have a positive impact on Rutherfordton's urban environment by enhancing the town's livability, by improving the residents' economic well-being, and by giving over more of the community's total environment to natural elements.

While the process of urban development produces unavoidable negative impacts on the natural environment, and perhaps the social environment, implementation of the appearance program will not produce any additional negative impacts.

Two alternatives to the proposed programs are obvious: no program and a more extensive program. Failure to implement a program would result in either maintenance of the status quo or a deteriorating visual environment. The probability of implementing a more extensive program is low; the result, therefore, would be the same as no program alternative.

Implementation of the programs for community improvement would result in increased long-term productivity of Rutherfordton's man-made environment.











